Father's DAY

OVERALL PLANNED SPENDING & GIVING

ITEM	SPENDING	GIVING
GREETING CARDS	$0.9 BILLION	58%
CLOTHING	$3.0 BILLION	50%
SPECIAL OUTING	$3.4 BILLION	48%
GIFT CARDS	$2.5 BILLION	46%
PERSONAL CARE	$1.4 BILLION	28%
ELECTRONICS	$0.8 BILLION	24%
TOOLS/APPLIANCES	$2.4 BILLION	23%

OVERALL FATHER'S DAY SPENDING

76%

Of people plan to celebrate Father's Day in the U.S.

44%

Are planning to find a gift that is unique or different for Father's Day in 2022.

$171.79

Average expected spending on Father's Day, down from $174.10 in 2021.

$20 BILLION

Planned spending on Father's Day in 2022, down from $20.1 Billion in 2021.

Sources:
National Retail Foundation (NRF) and Prosper & Analytics
https://nrf.com/topics/holiday-and-seasonal-trends/fathers-day/fathers-day-data-center
Missouri Children's Division FY 2021 Report
https://dss.mo.gov/re/pdf/cs/2021-missouri-childrens-division-annual-report.pdf
NAICS 713910, NAICS 444130

MISSOURI FACTS

74%

The percentage of Midwesterners who plan to celebrate Father's Day.

221

Golf courses located in Missouri, employing 5,129 with an average weekly wage of $483.

38%

The percentage of Midwesterners who plan on finding a gift that creates a special memory.

8,451

The number of children adopted in the state of Missouri between 2017-2021.

331

Hardware stores located in Missouri, employing 2,332 with an average weekly wage of $616.